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The

# IOWA SEED NEWS

Published by Iowa Seed Co.  
DES MOINES, IOWA.

Vol. 3

No. 3

A SERIES of bulletins are being issued this year in place of our regular catalog. We are passing on to you the saving which is made in advertising cost. Our prices are lower but the quality is of the same high standard.

## FLOWER SEEDS

The decorative value of flowers around our homes cannot be overestimated. You should plant them liberally.

To avoid mistakes in filling your order we have listed the flower seeds by number. This will simplify ordering because you need to use only the number on your order. Annual varieties of flowers are marked †. Perennials are marked \*. Climbers are marked ‡.

### DOLICHOS \* † (Hyacinth Bean)

A rapid-growing annual climber, flowering freely in clusters, followed by ornamental pods.

1090 Daylight—Pure white. Pkt., 10c; ¼ oz., 60c.

1091 Darkness—Both flowers and seed pods are a purplish red. Pkt., 10c; ¼ oz., 60c.

1092 Mixed Colors—Pkt., 5c; ¼ oz., 45c.

### ELECTRIC LIGHT PLANT \*

1100 A sturdy, bushy plant of about 4 feet, covered constantly with large spikes of flowers, which are pure white at base and range from rose to bright red at top. Showy and ornamental. Pkt., 10c; ¼ oz., 25c; oz., 75c.

### ESCHSCHOLTZIA \* (California Poppy)

An excellent low-growing bedding

plant. Very brilliant and showy. Easy to grow.

1114. Finest Single Mixed.

1115 Finest Double Mixed (Yellow and White Only).

Each of the above, Pkt., 10c; ¼ oz., 25c; oz., 75c.

### EUPHORBIA \*

1120 Variegated—(Snow on the Mountain.) Foliage ornamental, veined and margined white. Pkt., 5c; ¼ oz., 40c.

### FOUR O'CLOCK \* (Mirabilis)

Marvel of Peru—A most brilliant, showy annual. Much used for ornamental hedges.

1130 Mixed Colors and Varieties—A fine assortment. Pkt., 5c; oz., 25c; ¼ lb., 75c.

### FOXGLOVE †

A showy perennial, easily grown. Always pleases.

1140 White 1142 Purple

1141 Rose 1143 Finest Mixed

Each of the above, Pkt., 10c; ¼ oz., 50c.

### GAILARDIA (BLANKET FLOWER) †

Beautiful and showy. Plants 1 and 2 feet high. Red and yellow colors dominate.

1152 Finest Single Mixed.

1153. Finest Double Mixed.

Each of the above, Pkt., 10c; ¼ oz., 20c; oz., 60c.

### GERANIUM \*

1160 Good Venture—It is fun to watch the little seedlings grow into large geraniums. Pkt. (about 40 seeds), 15c; ¼ oz., \$1.25.

### GLOBE AMARANTH \*

1170 Mixed Colors — Popularly known as "Batchelor Buttons." Many colors. Pkt., 5c; ¼ oz., 25c; oz., 75c.

**GODETIA \***

A handsome, showy annual deserving more extensive cultivation. About 1 foot high, of dwarf, compact growth.

**1183 Finest Mixed.** Pkt., 10c;  $\frac{1}{4}$  oz., 40c.

**GOURDS—ORNAMENTAL MIXED \* ‡**

**1190** A mixture of the odd-shaped and fancy colored sorts. Pkt., 5c; oz., 25c.

**GRASS PINKS \***

**1200 Double Clove Pinks**—A fine type of the pretty clove-scented flowers, so much loved by our grandmothers. Colors range from pure white to dark red. Pkt., 10c;  $\frac{1}{4}$  oz., 35c.

**GYPSOPHILA \***

Graceful plants of light fairy-like growth. Fine for combining with other flowers for bouquets.

**1213 Elegans Mixed.** Pkt., 5c;  $\frac{1}{4}$  oz., 20c; oz., 60c.

**1124 Paniculata Alba †**—Single perennial. Pkt., 10c;  $\frac{1}{4}$  oz. 25c; oz., 80c.

**1215 Paniculata †**—White. Double perennial. Pkt., 25c.

**HELICHRYSUM \***

Very pretty and popular, bearing large double flowers of different shades and colors. Particularly useful in winter decoration.

**1225 Finest Mixed.** Pkt., 10c;  $\frac{1}{4}$  oz., 25c; oz., 60c.

**HELIOTROPE \***

**1230 California Mammoth**—A grand variety, producing immense flowers. Pkt. 10c.

**HIBISCUS**

**1240 Mehan's Marvel Mallow †**—Produces wonderful flowers 8 to 10 inches in diameter. Colored from pure white to fiery red. Splendid for permanent planting. Pkt., 10c;  $\frac{1}{4}$  oz., 40c; oz., \$1.00.

**1241 Golden Bowl \***—Enormous flowers, 5 to 6 inches across. Canary color with large, black center. Pkt., 10c.

**HOLLYHOCKS**

**Chater's Prize Double †**—Magnificent double flowers 3 to 4 inches across. Of the brightest colors. Flowers beautiful and perfect, massed completely around spikes.

**1256 Finest Mixed.** Pkt., 10c;  $\frac{1}{4}$  oz., 75c.

**ICE PLANT \***

**1260** A handsome and curious plant for hanging baskets, rockwork and vases. The leaves and stems appear as though covered with crystals. Pkt., 5c;  $\frac{1}{4}$  oz., 30c.

**LARKSPUR \***

**Tall Double Stock Flowered**—3 or 4 feet high. Wonderfully large and showy. Fine for cut flowers.

**1295 Finest Mixed.** Pkt., 10c;  $\frac{1}{4}$  oz., 20c; oz., 75c.

**LINUM**

**1300 Grandiflora Rubrum \* (Scarlet Flax)**—A showy annual. Crimson scarlet flower. Pkt., 5c;  $\frac{1}{4}$  oz., 15c; oz., 50c.

**1301 Perennial ‡**—A beautiful, hardy perennial. Blooms constantly. Delicate blue flowers. Pkt., 10c;  $\frac{1}{4}$  oz., 30c.

**LOBELIA \***

**1310 Erinus**—Handsome, trailing plant. Flowers blue. Fine in vases and hanging baskets. Pkt., 10c.

**1311 Compacta**—The upright growing variety. Pkt., 10c;  $\frac{1}{4}$  oz., \$1.25.

**MARIGOLD \***

**1315 Pride of the Garden**—We have selected these until the choicest only are contained in this strain. Pkt., 5c;  $\frac{1}{4}$  oz., 20c; oz., 60c.

**1316 Orange Ball**—A tall-growing, large, double-flowering variety; very satisfactory. Pkt., 5c;  $\frac{1}{4}$  oz., 20c; oz., 60c.

**1317 Lemon Ball**—A companion of the Orange Ball only the color is a clear lemon yellow. Pkt., 5c;  $\frac{1}{4}$  oz., 20c; oz., 60c.

**MOONFLOWER \* ‡**

**1360 White**—One of the grandest summer climbers, covered nightly and dull days with beautiful flowers from 5 to 6 inches in diameter. Fragrant. Pkt. of 6 seeds, 10c; oz., 75c.

**1361—Blue**—A striking contrast to the true White Moonflower. Pkt., 10c; oz., 75c.

**MORNING GLORIES \* ‡**

**1370 Imperial Japanese**—Remarkable for the large size and exquisite colors of the flowers. Single. Pkt., 10c; oz., 40c.

**1371 Fringed Japanese**—Odd, yet attractive appearance. Similar in size and coloring to the Imperial strain. Pkt., 10c; oz., 50c.

**1372 Improved Climbing**—The regular Morning Glory. Pkt., 10c;  $\frac{1}{4}$  oz., 75c.

**1373 Brazilian**—One of the most luxuriant plants ever grown. With immense leaves and flowers. Pkt., 10c;  $\frac{1}{4}$  oz., 25c; oz., 90c.

**1374 Heavenly Blue**—A new light blue flower of unusual merit. Pkt., 10c.

**MYOSOTIS \*****(Forget-Me-Not)**

**1380 Victoria**—The best variety for pot culture. Of dwarf, globular habit. Beautiful sky-blue flowers. Pkt., 10c;  $\frac{1}{4}$  oz., 50c.

**NASTURTIUMS \***

**1383 Imperial Mixed**—A mixture of the best dwarf varieties. Pkt., 10c; oz., 20c;  $\frac{1}{4}$  lb., 60c.

**1406 Tall Varieties Mixed**—The best mixture of tall nasturtiums. Pkt., 10c; oz., 20c;  $\frac{1}{4}$  lb., 60c.

**NICOTIANA \***

One of the easiest of the annuals to raise. Flowers open evenings. Highly perfumed.

**1410 White.**

**1411 Finest Mixed.**

Each of the above, Pkt., 10c;  $\frac{1}{4}$  oz., 40c.

**NIGELLA \***

**1420 Mixed (Love in the Mist)**—A compact, free-flowering plant with finely cut foliage, curious-looking seed pods. Of easy culture. Blue and white mixed. Pkt., 10c;  $\frac{1}{4}$  oz., 25c; oz., 60c.

**PANSIES**

**1430 Pretioso**—A new strain. Contains the widest range of colors, most diversified markings, and velvety substance. Pkt., 10c;  $\frac{1}{4}$  oz., \$2.00; oz., \$6.00.

**1431 American Giant**—This strain is of strong, robust luxuriant growth and produces immense flowers. Pkt., 15c;  $\frac{1}{4}$  oz., \$3.00; oz., \$8.00.

**1433 Giant Trimardeau**—Flowers of very large size. Each flower marked with three blotches or spots and stands well above foliage. Choice mixed colors. Pkt., 10c;  $\frac{1}{4}$  oz., \$2.00; oz., \$6.00.

**PENNISTEUM \***

**1440** Commonly called Purple Fountain Grass. Pkt. 10c.

**PENTSTEMON †**

**1450 Finest Mixed**—Many spikes of Gloxinia-like flowers. Pkt., 10c;  $\frac{1}{4}$  oz., \$1.90.

**PETUNIAS \***

**Rosy Morn**—A beautiful new petunia of clear rosy pink. A lovely shade for solid beds. Splendid for window boxes. Pkt., 10c;  $\frac{1}{4}$  oz., \$1.00.

**Giant Fancy**—The flowers are exquisitely ruffled or fringed, and of enormous size. Unlimited varieties of colors, linings, blotchings and stripings. Pkt., 25c.

**Inimitable Mixed**—Large flowers with clear, bright colors. Pkt., 10c;  $\frac{1}{4}$  oz., 60c; oz., \$2.00.

**Balcony Type**—Extra large flowering sorts especially recommended for window and porch boxes.

**1480 Blue.** **1482 Scarlet**

**1481 White** **1483 Finest Mixed.**

Each of the above, Pkt., 25c.

**PHLOX DRUMMONDI \***

A brilliant, almost dazzling show; continual bloom.

**1490 Crimson** **1493 Scarlet**

**1491 Lilac** **1494 Violet**

**1492 Primrose** **1495 White**

**1496 Finest Mixed**

Each of the above, Pkt., 10c;  $\frac{1}{4}$  oz., 40c.

**POPPIES \***

**1516 Double Shirley**—It is a true Shirley or satin poppy, but the flowers are a beautiful double. Pkt., 15c;  $\frac{1}{4}$  oz., 40c; oz., \$1.25.

**1518 Santa Rosa Mixed**—Improved Shirley Poppy. Pkt., 5c;  $\frac{1}{4}$  oz., 25c; oz., 75c.

**PERENNIAL POPPIES †**

**1519 Oriental Hybrids**—For brilliancy nothing equals these. Flowers enormous size. Pkt., 20c;  $\frac{1}{4}$  oz., \$1.25.

**1519a Iceland**—Colors purest white to deepest orange scarlet. Pkt., 10c;  $\frac{1}{4}$  oz., \$1.00.

**PORTULACA \***

**1520 Grandiflora Single Mixed**—Also known as rose moss. Pkt., 5c;  $\frac{1}{4}$  oz., 40c; oz., \$1.25.

**1521 Double Mixed**—The old favorite flowers are double as a rose, brilliant with many shades of color. Pkt., 10c;  $\frac{1}{4}$  oz., \$1.25.

**PYRETHRUM \***

**1530 Golden Feather**—Beautiful golden-leaved foliage plants. Pkt., 10c.

**Roseum Hybridum**—Painted daisies. Always please. Hardy perennial.

**1531 Pink** **1534 Flesh**

**1532 White** **1535 Finest**

**1533 Red** **Mixed**

Each of the above. Pkt., 10c;  $\frac{1}{4}$  oz., \$1.25.

**RHODANTHE \***

**1540 Mixed Colors**—For winter bouquets. Pkt., 10c;  $\frac{1}{4}$  oz., 50c.

**RICINUS (CASTOR OIL PLANT) \***

**1550 Cambodgiensis**—Has large, palm-like leaves of darkest reddish maroon. Grows 7 to 8 feet. Pkt. 5c; oz., 25c;  $\frac{1}{4}$  lb., 75c.

**1551 Zanzibarensis**—Grows to a height of 12 to 14 feet, with leaves 2 to 4 feet across. Pkt., 10c; oz., 25c;  $\frac{1}{4}$  lb., 75c.

**1552 Fiery Plume**—Has fiery red spikes of flowers and seed pods very striking. Grows 8 to 12 feet. Pkt., 10c; oz., 30c;  $\frac{1}{4}$  lb., 90c.

**1553 Mixed Varieties**—Mixtures of the above and many other choice sorts. Pkt., 5c; oz., 20c;  $\frac{1}{4}$  lb., 60c.

**1554 Common**—The common **Castor Bean**. Pkt., 5c; oz., 10c; lb., 50c. Ask for price in quantity.

#### **SALPIGLOSSIS \***

Plants about 18 inches high, bearing through the season large flowers. Very attractive and should be in every garden.

**1566 Finest Mixed**. Pkt., 10c;  $\frac{1}{4}$  oz., 75c.

#### **SCABIOSA (MOURNING BRIDE) \***

Fine for cut flowers. We offer the large flowering double varieties.

**1586 Finest Mixed**. Pkt., 10c;  $\frac{1}{4}$  oz., 25c; oz., 75c.

#### **SMILAX \***

**1600** Specially valued for decorating and floral work all the year. Pkt., 10c;  $\frac{1}{4}$  oz., 50c.

#### **STATICE (SEA LAVENDER) \***

Large spreading panicles. Has light, graceful flowers. Much used for winter decorations when dried.

**1613 Finest Mixed**. Pkt., 10c;  $\frac{1}{4}$  oz., 25c; oz., 75c.

#### **STOCKS PERPETUAL \***

(Cut and Come Again)

**1625 Finest Mixed**. Pkt., 10c;  $\frac{1}{4}$  oz., \$1.25.

#### **SUNFLOWER \***

**1631 Globe of Gold**—Double, about 4 feet high. Branching stems. In bloom it seems a mass of golden yellow. Pkt., 10c; oz., 25c.

**1633—Rainbow Sunflower** — Colors range from primrose to dark red. Beautifully mottled. Pkt., 10c.

#### **SPENCER SWEET PEAS \* ‡**

**1652 Spencer Mixed**—This is a choice mixture of the Spencer varieties. Pkt., 10c; oz., 25c;  $\frac{1}{4}$  lb., 75c; lb., \$2.50.

**1676 Perennial Sweet Peas (Lathyrus) †**—A very popular perennial variety and it should be more generally used. Mixed colors. Blooms second year. Pkt., 10c; oz., 60c.

#### **SWEET WILLIAMS †**

**1683 Finest Perennial Mixed**. Pkt., 5c;  $\frac{1}{4}$  oz., 40c; oz., \$1.50.

**1690 Finest Annual Mixed**. Pkt., 10c;  $\frac{1}{4}$  oz., 50c; oz., \$1.75.

#### **VERBENA \***

Deservedly a universal favorite. A constant bloomer and has a sweet fragrance.

**New Century Mammoth**—The most beautiful colors, largest flowers and largest clusters.

**1708 Finest Mixed**. Pkt., 10c;  $\frac{1}{4}$  oz., 50c; oz., \$1.50.

**1710 Candidissima**—Large clusters of pure white flowers. Pkt., 10c;  $\frac{1}{4}$  oz., 35c.

**1711 Defiance**—A true scarlet, large and extra fine. Pkt., 10c;  $\frac{1}{4}$  oz., 35c.

**1712 Banner Blue**—A fine blue. Pkt., 10c;  $\frac{1}{4}$  oz., 35c.

**1713 Banner Verbena Collection**—Red, white and blue. One packet each of our national colors, 25c;  $\frac{1}{4}$  ounce of each, \$1.00.

#### **WALLFLOWER \***

Fine for outdoor bedding and cut flowers. Greatly prized for their exquisite fragrance.

**1734 Finest Mixed**. Pkt., 5c;  $\frac{1}{4}$  oz., 25c; oz., 75c.

#### **WISTARIA † ‡**

**1740** One of the most popular hardy vines, easily grown from seed. Pkt., 10c.

#### **ZINNIA \***

**1745 Gold Medal Dahlia Flowered**—The largest and best Zinnias grown. Mixed colors. Pkt., 25c;  $\frac{1}{4}$  oz., \$1.25; oz., \$4.00.

**Splendor**—You will wonder at their large size and clear colors.

**1767 Finest Mixed**. Pkt., 10c;  $\frac{1}{4}$  oz., 50c; oz., \$1.50.

**Pigmy or Liliput**—Plants are small and of bushy growth. Beautiful little blossoms.

**1784 Finest Mixed**. Pkt., 10c;  $\frac{1}{4}$  oz., 50c; oz., \$1.50.

#### **FLOWER SEED MIXTURES**

**1790 Wild Garden Mixture**—Contains many surprises. Pkt., 5c;  $\frac{1}{4}$  oz., 10c; oz., 25c.

**1810 Flowers for Bouquets \***—Pkt., 10c;  $\frac{1}{4}$  oz., 25c.

**1830 Mixed Everlasting (Straw Flowers) \***—Pkt., 10c;  $\frac{1}{4}$  oz., 25c; oz., 75c.

The Items Advertised in This Issue Can Be Purchased at

# THE IOWA SEED COMPANY

## DIAL 4-3155

East 4th and Locust

Des Moines, Iowa